

REMARKS / DISCUSSION OF ISSUES

Claims 24-43 are pending in the application. Claims 1-23 are canceled, and claims 24-43 are newly added.

In the interest of advancing prosecution of this case, the newly added claims are discussed below in view of the prior art cited in the Office action.

Each of the independent claims 24 and 37 includes storing base content segments arranged in a first time sequence and alternative content segments that are configured to selectively replace the base content segments in the first time sequence, and composing a presentation sequence that includes select base segments and select alternative segments arranged in a second time sequence that differs from the first time sequence, the selected segments being based on a set of user preferences.

Sitnik (USP 6,160,570) teaches selectively replacing segments of a broadcast signal with alternative segments that are configured to selectively replace the base content segments in the first time sequence, based on a user profile. Sitnik does not teach or suggest modifying the broadcast time sequence, and does not teach or suggest storing the segments to facilitate such resequencing.

Ochiai et al. (USP 6,314,568, hereinafter Ochiai) teaches creating a customized user program from select segments of one or more broadcast programs. Ochiai's segments from multiple programs are independent of each other. Ochiai does not teach or suggest a system wherein alternative content segments are specifically configured to selectively replace base content segments, and does not creating a presentation sequence that is based on selecting among such alternatives.

In view of the foregoing, the applicant respectfully requests that the Examiner withdraw the rejections of record, allow all the pending claims, and find the application to be in condition for allowance. If any points remain in issue that may best be resolved through a personal or telephonic interview, the Examiner is respectfully requested to contact the undersigned at the telephone number listed below.

Respectfully submitted,



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